

Message Text

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PAGE 01 FRANKF 06623 071521Z

46

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 081431Z OCT 75

FM AMCONSUL FRANKFURT

TO USDOC WASHDC

INFO SECSTATE WASHDC 1635

AMEMBASSY BONN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

USMISSION USBERLIN

UNCLAS FRANKFURT 6623

COMMERCE FOR KEISER - BIC 226

E.O. 11652: /A

TAGS: BEXP, GW

SUBJ: ELECTRONIC COMPONENTS SHOW

1. ELECTRONIC COMPONENTS
2. US TRADE CENTER, FRANKFURT/MAIN SEP 30 - OCT 3, 1975
3. 18 PARTICIPANTS REPRESENTING 31 EXHIBITORS
4. \$ 65,000.00
5. \$11,847,500.00 (ALL NTM)
- 6 8
7. 3
8. 13
9. N/A
10. 593

11. BG ELECTRONICS (NTM)

BG ELECTRONICS IS A VERY SMALL NTM COMPANY WHICH
SHOWED ONLY ITS FILTERS AND DELAY LINE FILTERS.

MR. WALTER BEIN, PRESIDENT MANNED THE BOOTH THE

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PAGE 02 FRANKF 06623 071521Z

ENTIRE SHOW AND STATED HIS FIRST OBJECTIVE AS

FINDING SALES REPRESENTATIVE OR DISTRIBUTOR. HE SIGNED AN AGENT/DISTRIBUTOR THE LAST DAY OF THE EXHIBITION AND EXPECTS TO SIGN ANOTHER IN THE NEXT 12 MONTHS. MR. BEIN STATED THAT THE TRADE CENTERS WERE, "EXCELLENT METHOD FOR BEING INTRODUCED INTO NEW MARKETS". (CLEARED)

CRUCIBLE MAGNETICS DIVISION, CLOT INDUSTRIES (NTE-NTM)

CRUCIBLE'S OBJECTIVE WAS FINDING SALES AGENT OR DISTRIBUTOR AND PRODUCT TESTING/MARKET RESEARCH. CRUCIBLE OBTAINED 10 AGENT LEADS AND 1 LICENSEE LEAD EXPECTING TO SIGN ONE OF EACH WITHIN THE NEXT 12 MONTHS. IN PENETRATING BOTH THE GERMAN AND AUSTRIAN MARKETS, HE FORECAST \$100,000 IN SALES OVER THE NEXT 12 MONTHS. MR. WILLIAM M. LEWELLYN, PRODUCT MANAGER STATED, "SHOW WAS WORTH THE EXPENSE AND EFFORT EXPENDED TO CRUCIBLE IF ONLY ONE OR TWO PROSPECTS ARE PRODUCATIVE. THERE WAS ALSO EXCELLENT RESPONSE BY POTENTIAL REPRESENTATIVES OF VARIOUS TYPES, IN GENERAL, THE SHOW FITTED CRUCIBLE NEEDSS". (CLEARED) LEHMANN

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Message Attributes

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Disposition Approved on Date:
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Disposition Event:
Disposition History: n/a
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